

Message Text

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SUB: MATERIALS HANDLING TRADE MISSION

REFS: A) USDOC 15496 B) STATE 212837 C) ABIDJAN A-96, 10/21/75

1. THERE FOLLOWING ABBREVIATED MARKET RESEARCH SUMMARY ABSTRACTED FROM

BEST PROSPECTS AIRGRAM JUST COMPLETED AND SUBMITTED AS REF. (C).
FURTHER DETAILS AS REQUESTED IN REFS. (A) AND (B) WILL BE
POUCHED IN ABOUT TEN DAYS.

2. SUMMARY: THE EXPANSION OF COMMERCE AT A RAPID RATE OVER THE PAST SEVERAL YEARS HAS PUT PRESSURE ON IVORY COAST TO EXPAND ITS CARGO HAND- LING

CAPABILITY. PLANS ARE UNDERWAY TO INCREASE CAPACITY AT THE PORTS,
AIRPORTS AND RAIL TERMINALS. PRODUCE HANDLING, CENTRALIZED IN A FEW
GOVERNMENT-SPONSORED PUBLIC CORPORATIONS, IS TO BE THE OBJECT OF MAJOR
INVESTMENTS TO INCREASE THE COUNTRY'S FOREIGN EXCHANGE EARNINGS. U.S.

MATERIALS HANDLING EQUIPMENT MAKERS ARE WELL SITUATED TO BENEFIT FROM
THESE CAPITAL EXPANSION PLANS AND SHOULD ACT NOW TO ASSURE THEMSELVES
INCREMENTAL SALES. THE APRIL/MAY, 1976, MATERIALS HANDLING TRADE
MISSION WILL BE AN IMPORTANT CONTRIBUTION BY COMMERCE TO THIS
EFFORT.

3. STATISTICAL INFORMATION

IMPORTS BY IVORY COAST (IN THOUSANDS OF U.S. DOLLARS)

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MATERIALS HANDLING EQUIPMENT (BTN 8422)

YEAR	TOTAL	U.S.	FRANCE	BEL-LUX	OTHER
1972	3,526	1,162	1,525	366	473
1973	7,320	2,938	2,505	576	1,301
1974	9,188	1,824	4,043	880	2,441

INCLUDED IN THE ABOVE IS THE FOLLOWING:

HYDRAULIC LIFTING EQUIPMENT (BTN 842284)

1972	1,019	570	149	215	85
1973	2,860	1,946	302	389	223
1974	3,396	1,687	467	630	612

SOURCE: DIRECTION GENERALE DES DOUANES

4. NARRATIVE INFORMATION:

A. COMPETITIVE SITUATIONS:

THERE IS NO LOCAL MANUFACTURE OF ANY OF THE TYPES OF EQUIPMENT AND SUPPLIES THAT US FIRMS WOULD BE INTERESTED IN SUPPLYING. THE US ALREADY HAS A SUBSTANTIAL SHARE IN MANY AREAS, AS SHOWN BY THE STATISTICS. ONE MAJOR OBSTACLE TO EXPANDED SALES IS THE LONG-SANDING IVORIAN RELATIONSHIP WITH EUROPEAN SUPPLIERS, WHICH TENDS TO BE SELF-PERPETUATING EVEN WHEN US MADE ITEMS WOULD BE MORE SUITABLE OR CHEAPER. ONE SOLUTION IS TO REACH THE IVORIAN CHARGED WITH DECISION MAKING. AN EFFECTIVE SALES PRESENTATION UNDER SUCH CIRCUMSTANCES MAY BE THE GOVERNING FACTOR IN CLOSING A SALE. US FIRMS MUST BREAK INTO THE MARKET, BE SEEN, AND THEY WILL THEN BE ON A FOOTING TO SELL THEIR PRODUCTS IN THEIR MERITS.

B. MARKET DEVELOPMENTS:

THE TWO MAIN SEAPORTS ARE ABIDJAN AND SAN PEDRO. ABIDJAN IS LINKED TO THE SEA BY THE VRIDI CANAL (2,700 METERS) WHICH IS 20 METERS WIDE AND 10 METERS IN DRAFT. THE PORT FACILITIES THEMSELVES ACCOMMODATE SPECIALIZED (LOGS, TROPICAL PRODUCE, PETROLEUM) AS WELL AS GENERAL CARGO. TRAFFIC HAS MAINTAINED A RAPID GROWTH RATE. THE PORT OF ABIDJAN ANTICIPATES THE CONSTRUCTION OF NEW QUAYS BETWEEN 1976 AND 1980, AND THE VRIDE UNCLASSIFIED

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CANAL WILL CONTINUE TO REQUIRE MAJOR MAINTENANCE. MODIFICATION OF THE ABIDJAN PORT WITH INSTALLATION OF MODERN CONTAINER HANDLING EQUIPMENT IS UNDER STUDY. SAN PEDRO IS INCREASINGLY USED AS A PORT FOR TIMBER EXPORTS. NUMEROUS PROJECTS ARE UNDERWAY, INCLUDING CONSTRUCTION OF AN INDUSTRIAL ZONE AND OF SPECIALIZED FACILITIES FOR THE HANDLING OF CEMENT AND FISHING VESSELS. A CITY OF 100,000 PERSONS IS ENVISAGED BY 1980, IMPLYING SUBSTANTIAL INFRASTRUCTURE DEVELOPMENT, INCLUDING AN

INTERNATIONAL AIRPORT, NEW INDUSTRIES (WOOD PROCESSING, CLINKER)
IN THE INDUSTRIAL ZONE, AND VARIOUS
PROJECTS FOR THE EXPANSION OF THE PORT ITSELF. PROJECTED
PORT INVESTMENTS BETWEEN 1976 AND 1980 EXCEED 7,000 MILLION CFA
FRANCS FOR ABIDJAN AND 1,700 MILLION FOR SAN PEDRO.

C. PROMOTABLE PRODUCT CATEGORIES:

INCREASED ACTIVITY AT THE PORTS AND AT PORT-BOUET AIRPORT IN ABIDJAN
WILL REQUIRE CONSIDERABLE QUANTITIES OF ADDITIONAL MATERIALS
HANDLING EQUIPMENT. FURTHERMORE, THE STIMULATION OF IVORY COAST'S
EXPORT INDUSTRIES, ESPECIALLY
COFFEE, COCOA, BANANAS AND LOGS, WILL MAKE IT NECESSARY TO INCREASE
BANKING CAPACITY AT POINTS FOR PURCHASES OF SPECIALIZED HANDLLE
EQUIPMENT HYDRAULIC LIFTING EQUIPMENT REPORESNTS THE MAJOR U.S.
CONTRIBUTION TO THIS CATEGORY OF IMPORTS NOW. CRANES AND SPECIALIZE

CARGO
HANDLING MACHINERY SHOULD ALS BE HIGHLY SALABLE
OVER THE NEXT SEVERAL YEARS.
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